

## MEMO



### **Norway-Japan cooperation on sea food research.**

**Norway is one of the leading export countries for seafood and Japan is our third largest market. Norwegian and Japanese researchers have entered to important projects on cooperation to further information about seafood safety.**

Researcher will through two new seafood research projects: one with focus on seafood traceability; and another on assessment of the implication that traced of mercury in fish feed has on fish and humans.

- Norwegian seafood must be competitive towards other food products on the international markets. To succeed we must be able to document that Norwegian seafood is safe food. Research, documentation and information is essential for our export and gives the Norwegian Costal Affairs says.

#### **Traceability gives better profitability.**

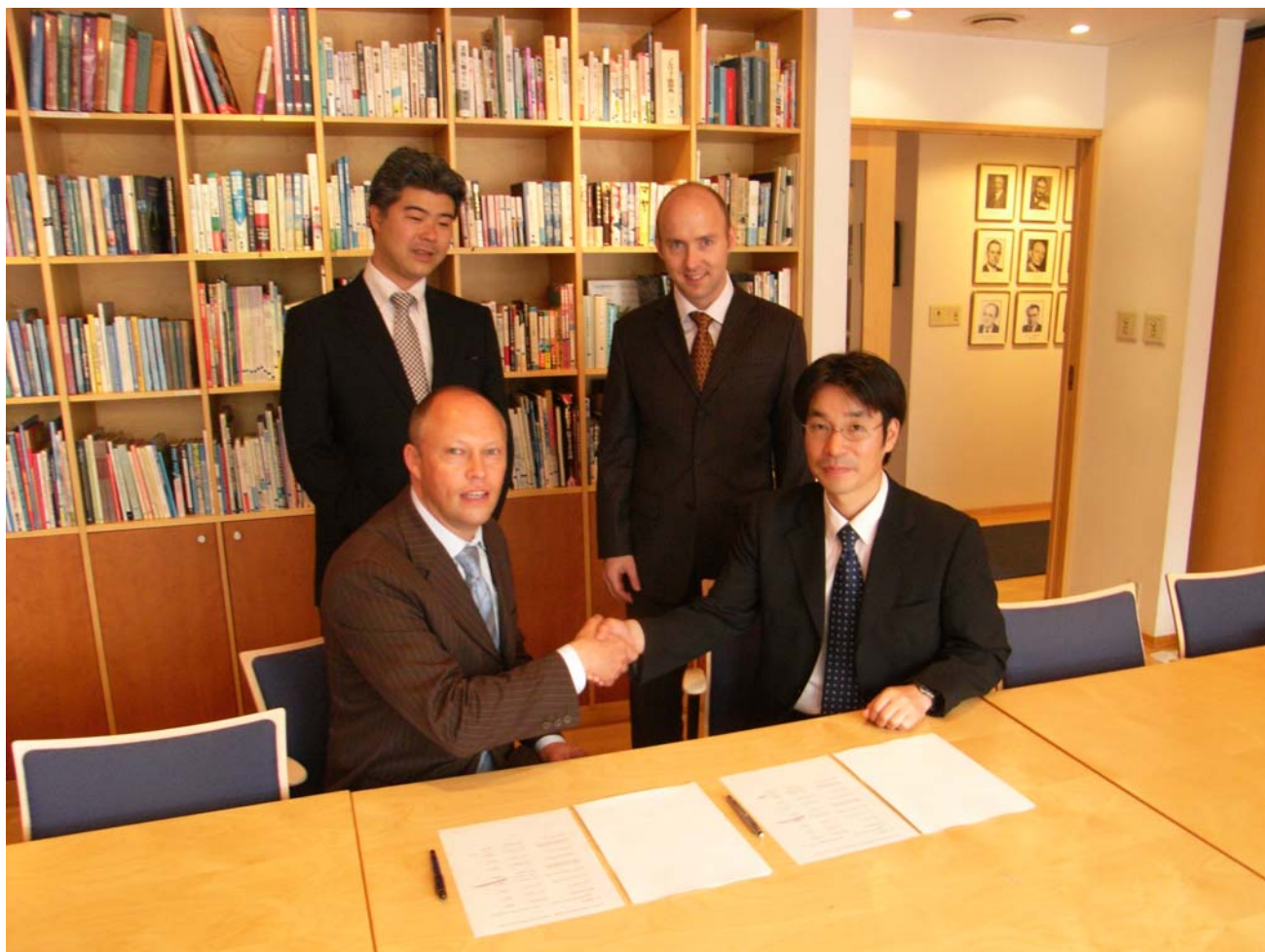
SINTEF Fisheries and Aquaculture and Norges Sildesalgslag are leading a consortium of Norwegian research organisation and seafood companies into a research project with the Japanese Food Market Research and Information Centre. SINTEF has over a five year period developed research cooperation with Japanese researchers on seafood safety and traceability. Traceability means that the fish is traced from catch, through production and transport to the final product in shops. A good traceability system may detect errors in the food value chain and more easily identify where in the chain the error occurred and thus ease withdrawal of products.

Food quality and food safety is very important in Japan, and they have a well developed administrative system. However, Japan has been subject to a number of large food scandals over the last years. Implementation of a good traceability system throughout the entire value chain will therefore contribute to build trust in Norwegian products sold in the Japanese market, and thus increase the competitive edge of Norwegian companies. The research project, signed last Friday May 22 at the embassy in Tokyo, aims at development, testing and effect evaluation of a tailored traceability system for Norwegian mackerel. The project is funded by the Research Council of Norway with 6.8 million NOK (104 million JPY) over a 3 year period.

- Norway and Japan entered in 2003 a bilateral science and technology cooperation agreement, in which seafood safety is one of three main topics. Innovation Norway Tokyo has administered this agreement from the Norwegian side for five years, and these two large projects clearly shows that long-term focus and patience pays off, Per Christer Lund, Science and Technology Counsellor at the embassy says.

Per Christer Lund, Tokyo May 25, 2009.

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Picture text: The research contract is signed between Jostein Storøy, SINTEF Fisheries and Aquaculture (front left) and Jun Sakai, Food Marketing Research and Information Center. Behind Keisuke Nakayama and Svend Haakon Kristensen, IN Tokyo.

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Picture text: Ambassador Arne Walther congratulates Jostein Storøy with the project.

Both pictures: Innovation Norway Tokyo

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